

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Ginny Murphy

DATE: December 12, 1995

FROM: Steve Sampson

SUBJECT: Hogan Penske Racing Equipment

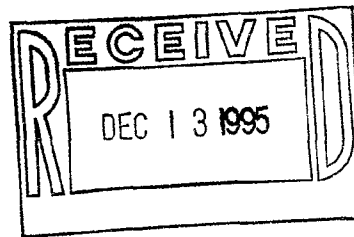
As a follow up to our last meeting on Hogan Penske Racing, we decided that we would review all of the team equipment separately to determine the quantity and placement of the Marlboro branding. The follow are the items that require branding (photos attached) and the initial recommendation.

Transporters	The color of the transporters and the tractor (truck) that pulls them will be red in the places where the MTP transporters are black. The trademark placement would be similar with Hogan Penske replacing Penske Racing and Marlboro remaining as is.
Fuel Tank	The MTP fuel tank is branded all Marlboro. We need your direction on this piece of equipment.
Pit Fence	The MTP pit fence is branded all Marlboro. We can recommend that all of the sponsors share the fence by alternating trademarks on each piece of fence.
Scorers Stand	The MTP stand is primarily Marlboro. We can work with Penske to place all of the sponsors trademarks on the stand verses being exclusive to Marlboro.

These are the key pieces of equipment that require your review and approval. I would appreciate if you would review these with Denise Keane and let me know of any changes you require.

Thanks

cc I. Broeman



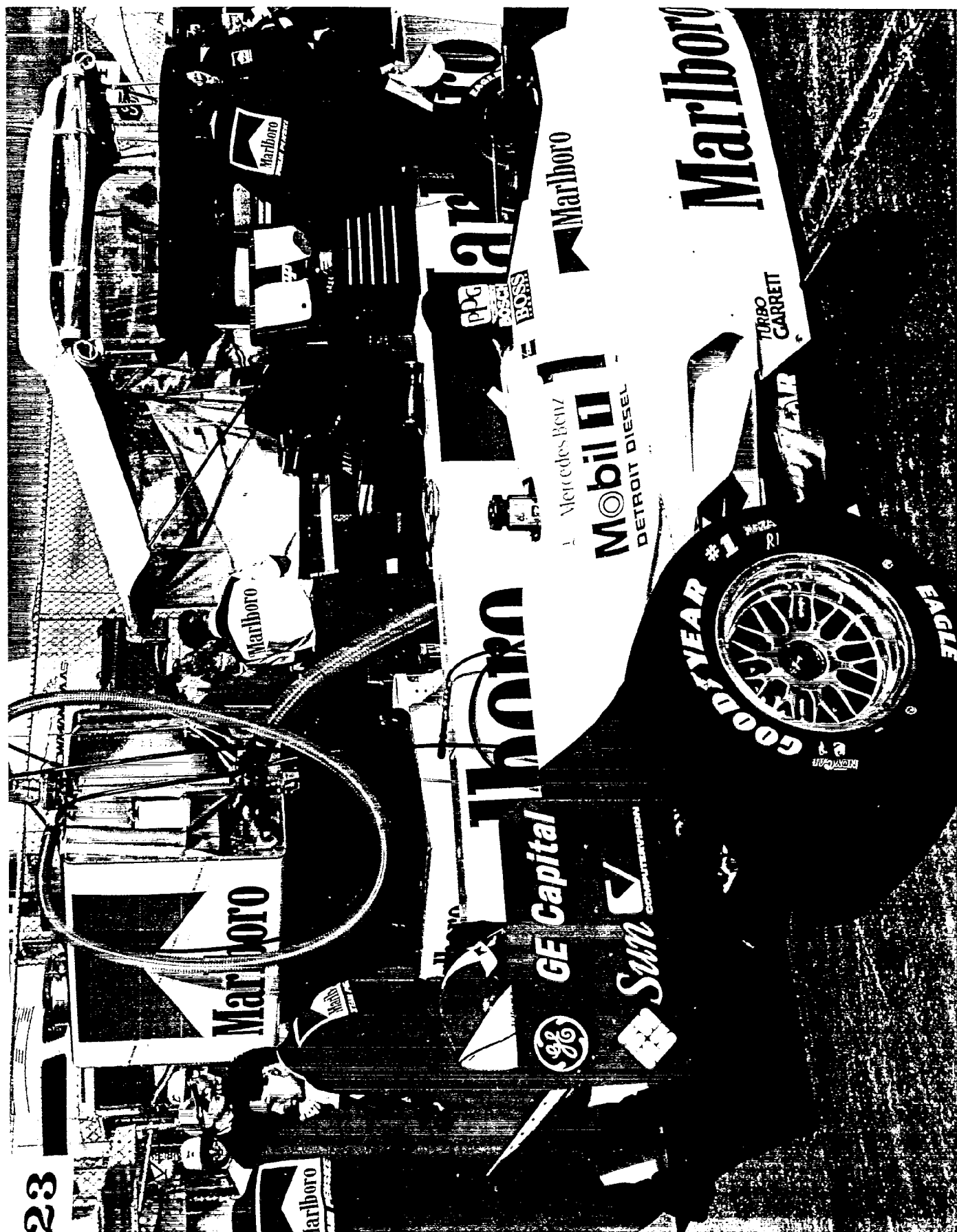
2041253281

2041253281



2041253282

2041253282



23

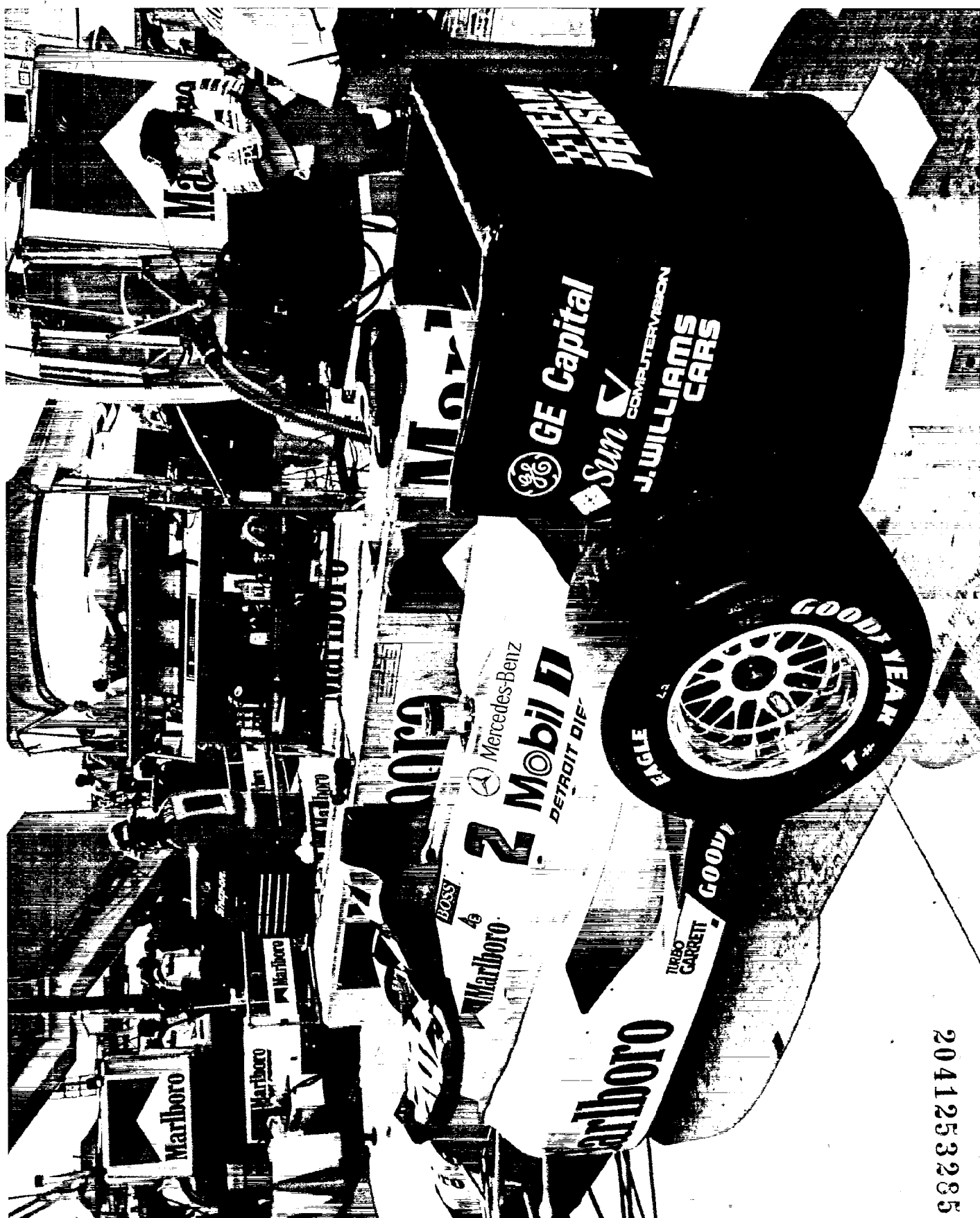
2041253283

2041253283



2041253284

2041253284



2041253285

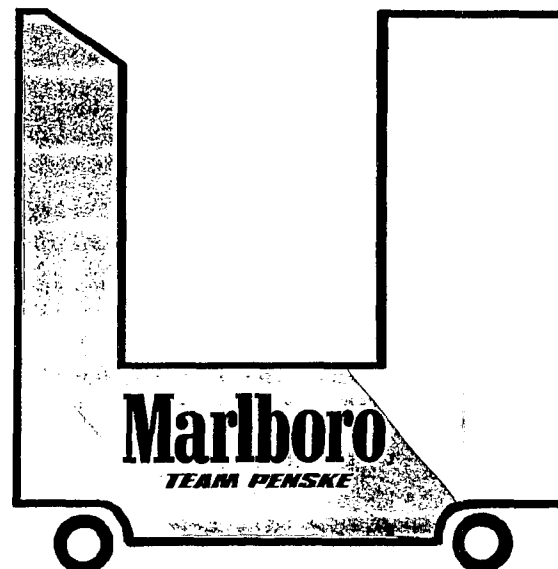
2041253285

MARLBORO

Monitors

Marlboro

→ This door sometimes in "UP" position



STEW.

WE DON'T HAVE ANY
PHOTOS OF SCORING STAND
WHEN IT ISN'T IN OPERATION.

THIS DRAWING IS WHAT
YOUR AGENCY DREW UP FROM
THE BEGINNING.

T.L.

2041253286

2041253286